

**REMARKS/ARGUMENTS**

Upon entry of this amendment, which adds new claims 20-27, claims 10-27 will be pending. In the Office Action, claims 10-14 stand rejected under 35 U.S.C. §102(e) as being anticipated by Blinn et al. (U.S. Patent No. 5, 897,622, hereinafter "Blinn"); claims 15-18 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Blinn in view of Gerace (U.S. Patent No. 5,848,396); and claim 19 stands rejected under 35 U.S.C. §102(e) as being anticipated by Gerace. Applicants respectfully request reconsideration of the claims in view of the amendments above and remarks below.

Claims 10-18

Claim 10 stands rejected under 35 U.S.C. §102(e) as being anticipated by Blinn. The rejection asserts that Blinn discloses executing a template program specific to the user using real-time information stored in the storage device as input to the template program to generate the customized page, wherein the template program indicates items of interest to the user. Applicants respectfully traverse the rejection.

Blinn discloses predefined templates that are stored in HTML structures 126. *see Blinn*, col. 7, lines 53-55. Applicants submit that these templates are not specific to a user. When the dynamic page generator in Blinn receives a request for a page in the form of a "URL", it extracts a template name from the request and retrieves the template from HTML structures 126. *see Blinn*, col. 13, lines 30-33. The dynamic page generator may then query a database for data and produce an HTML page with the data. While the *request* and *data* may be specific to the user, nowhere in Blinn is it disclosed or suggested that the template is specific to the user. Code may be executed by Blinn's dynamic page generator to generate an HTML page, but the same code would be executed to generate two different pages for two different users. For example, if a first user requested a first welcome page, code would be executed that retrieved a generic welcome template and also retrieved data specific to the first user. If a second user requested a second welcome page, the same code would be executed that retrieved the same generic welcome template although it retrieved data specific to the second user. Thus, Blinn does not include a template program specific to a user. Rather, the same program and template

will be used to generate customized pages and just the request and data used will be different. Thus, at least one element of claim 10 is not disclosed or suggested by Blinn.

Because Blinn fails to disclose or suggest each element of claim 10, applicants respectfully request withdrawal of the rejection of claim 10. Claims 11-18 depend from claim 10 and thus derive patentability at least therefrom.

#### Claim 19

Claim 19 stands rejected under 35 U.S.C. §102(e) as being anticipated by Gerace. The rejection asserts that Gerace discloses a page display object that is specific to a user at col. 7, lines 58 -col. 8, line12. Applicants respectfully traverse the rejection.

Gerace discloses page display objects that may be used to display a page for a user. (see Gerace, col. 7, lines 38-45). However, Gerace does not disclose or suggest that a page display object is specific to the user. Gerace only discloses a set of page display objects are used to read data stored for a user and display a page according to presentation formats stored within the data. (see Gerace, col. 5, lines 56-57 and col. 7, lines 27-28). The page display objects are not specific to a user. The rejection asserts that Gerace discloses page display objects are specific to a user, but does not specify how the page display objects are specific to a user. Thus, in view of the arguments above, applicants submit that Gerace does not disclose or suggest page display objects that are specific to a user.

Accordingly, applicants respectfully request withdrawal of the rejection of claim 19.

#### New Claims 20-27

Applicants submit that the cited references do not disclose or suggest every element of new claims 20-27. For example, the cited references fail to disclose or suggest "executing a first template program specific to the first user and a second template program specific to the second user using the real-time information stored in the storage device as input to the first and second template programs to generate a first customized page for the first user and a second customized page for the second user, wherein the first template program uses data

associated with the first user and the second user template uses data associated with the second user."

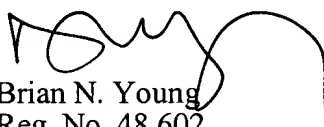
Accordingly, applicants request a notice of allowability for claims 20-27.

**CONCLUSION**

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is urged.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,

  
Brian N. Young  
Reg. No. 48,602

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, 8<sup>th</sup> Floor  
San Francisco, California 94111-3834  
Tel: 415-576-0200  
Fax: 415-576-0300  
BNY:lyk  
SF 1460764 v1